

## AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listing, of claims in the application:

### Listing of Claims:

1. (Currently Amended) A method in a computer system for  
2 delivering advertising to a user, the method comprising:
- identifying the user through the computer system;  
4 selecting at least one character for the user through the  
computer system;
- 6 selecting a message to be delivered by said at least one  
character to the user through the computer system;
- 8 selecting an advertisement from a plurality of  
advertisements through the computer system, wherein said  
10 selecting an advertisement step further comprises the step of:  
basing said selecting of said advertisement on at least one  
12 of:
- a characteristic of the user, said characteristic of  
14 the user comprising demographic information and an  
indication of said plurality of advertisements that have  
16 been delivered to the user;
- a characteristic of at least one advertiser;  
18 at least one advertising requirement; and  
at least one characteristic of said at least one  
20 character;
- integrating said selected advertisement with said selected  
22 message to be delivered by said at least one character through  
the computer system; and
- 24 presenting said at least one character to the user  
through the computer system wherein said at least one

26 character conveys said selected message integrated with  
said selected advertisement.

2 2. (Original) The method of claim 1 wherein said  
integrating step comprises the step of adding words of said  
selected advertisement to words of said selected message.

2 3. (Original) The method of claim 1 wherein said  
integrating step comprises the step of providing a background  
image for presenting said at least one character.

4. (Cancelled)

5. (Cancelled)

2 6. (Original) The method of claim 1 wherein said selecting  
an advertisement step comprises the step of basing said  
selecting of said advertisement on at least one previous  
4 conversation between said at least one character and the user.

2 7. (Original) The method of claim 1 wherein said selecting  
an advertisement step comprises selecting said advertisement  
randomly.

2 8. (Original) The method of claim 1 wherein said selected  
message is delivered in a language that is selected based on at  
least one characteristic of the user.

2 9. (Original) The method of claim 1 wherein at least two  
advertisements are selected and integrated into said selected  
message.

10. (**Currently Amended**) The method of claim 1 wherein said  
2 delivery of said selected message ~~as~~is a displayed text or an  
audio output ~~is~~ based on at least one characteristic of the  
4 user.

11. (**Original**) The method of claim 1 wherein said at least  
2 one character is presented only as audio output.

12. (**Original**) The method of claim 1 wherein said at least  
2 one character is presented via a wireless device.

13. (**Original**) The method of claim 1 wherein said at least  
2 one character is presented via a telephone.

14. (**Original**) The method of claim 1 wherein said at least  
2 one character is a rendered character that is one of a cartoon  
character, a person, an animal, and a non-living object.

15. (**Original**) The method of claim 1 wherein the computer  
2 system is a gaming device.

16. (**Currently Amended**) The method of claim 1 wherein said  
2 presenting step comprises the step of sending said at least one  
character to convey said selected message integrated with said  
4 selected advertisement from a server computer of the computer  
system to a user computer via a communication link.

17. (**Original**) The method of claim 1 wherein said  
2 presenting step comprises the step of displaying an image of  
said at least one character.

18. (**Original**) The method of claim 1 wherein said selected  
2 message is delivered as displayed text.

19. (Original) The method of claim 18 wherein said  
2 displayed text is shown in a bubble near the displayed image of  
said at least one character.

20. (Original) The method of claim 1 wherein said selected  
2 message is delivered as audio output.

21. (Original) The method of claim 1 wherein said at least  
2 one character presented delivers said selected message during a  
conversation.

22. (Original) The method of claim 21 wherein said  
2 conversation is with at least two of said at least one  
character.

23. (Original) The method of claim 21 wherein said  
2 conversation is with the user.

24. (Original) The method of claim 21 wherein the user  
2 participates interactively in said conversation with said at  
least one character.

25. (Cancelled)

26. (Currently Amended) The method of claim ~~25~~1 wherein |  
2 said at least one advertising requirement is to present said  
selected advertisement during a certain percentage of user  
4 sessions.

27. (Currently Amended) The method of claim ~~25~~1 wherein |  
2 said advertising requirement is to present said selected  
advertisement at a certain frequency.

28. (Currently Amended) A method in a computer system for  
2 delivering advertising to a user, the method comprising:

selecting a message to be delivered by at least one  
4 character to the user through the computer system;

selecting an advertisement from a plurality of  
6 advertisements through the computer system, wherein said  
selecting an advertisement step further comprises the step of:

8 basing said selecting of said advertisement on at least one  
of:

10 a characteristic of the user, said characteristic of  
the user comprising demographic information and an  
12 indication of said plurality of advertisements that have  
been delivered to the user;

14 a characteristic of at least one advertiser;

at least one advertising requirement; and

16 at least one characteristic of said at least one  
character;

18 integrating said selected advertisement with said selected  
message through the computer system; and

20 presenting said at least one character to the user  
through the computer system wherein said at least one  
22 character conveys said selected message integrated with  
said selected advertisement.

29. (Original) The method of claim 28 wherein said message  
2 is selected during a conversation in which said at least one  
character is engaged.

30. (Original) The method of claim 28 wherein said  
2 advertisement is selected when said at least one character is  
presented to the user.

31. (Original) The method of claim 28 wherein said  
2 advertisement is dynamically selected.

32. (Original) The method of claim 28 wherein said  
2 integrating step comprises the step of adding words of said  
selected advertisement to words of said selected message.

33. (Original) The method of claim 28 wherein said  
2 integrating step comprises the step of providing a background  
image for presenting said at least one character.

34. (Cancelled)

35. (Cancelled)

36. (Original) The method of claim 28 wherein said  
2 selecting an advertisement step comprises the step of basing  
said selecting of said advertisement on at least one previous  
4 conversation between said at least one character and the user.

37. (Original) The method of claim 28 wherein said  
2 selecting an advertisement step comprises selecting said  
advertisement randomly.

38. (Original) The method of claim 28 wherein said  
2 selected message is delivered in a language that is selected  
based on at least one characteristic of the user.

39. (Original) The method of claim 28 wherein at least two  
2 advertisements are selected and integrated into said selected  
message.

40. (**Currently Amended**) The method of claim 28 wherein  
2 said delivery of said selected message ~~as is~~ as a displayed text or  
an audio output ~~is~~ based on at least one characteristic of the  
4 user.

41. (**Original**) The method of claim 28 wherein said at  
2 least one character is presented only as audio output.

42. (**Original**) The method of claim 28 wherein said at  
2 least one character is presented via a wireless device.

43. (**Original**) The method of claim 28 wherein said at  
2 least one character is presented via a telephone.

44. (**Original**) The method of claim 28 wherein said at  
2 least one character is a rendered character that is one of a  
cartoon character, a person, an animal, and a non-living object.

45. (**Original**) The method of claim 28 wherein the computer  
2 system is a gaming device.

46. (**Currently Amended**) The method of claim 28 wherein  
2 said presenting step comprises the step of sending said at least  
one character to convey said selected message integrated with  
4 said selected advertisement from a server computer of the  
computer system to a user computer via a communication link.

47. (**Original**) The method of claim 28 wherein said  
2 presenting step comprises the step of displaying an image of  
said at least one character.

48. (**Original**) The method of claim 28 wherein said  
2 selected message is delivered as displayed text.

49. (Original) The method of claim 48 wherein said  
2 displayed text is shown in a bubble near the displayed image of  
said at least one character.

50. (Original) The method of claim 28 wherein said  
2 selected message is delivered as audio output.

51. (Original) The method of claim 28 wherein said at  
2 least one character presented delivers said selected message  
during a conversation.

52. (Original) The method of claim 51 wherein said  
2 conversation is with at least two of said at least one  
character.

53. (Original) The method of claim 51 wherein said  
2 conversation is with the user.

54. (Original) The method of claim 51 wherein the user  
2 participates interactively in said conversation with said at  
least one character.

55. (Cancelled)

56. (Currently Amended) The method of claim 5528 wherein |  
2 said at least one advertising requirement is to present said  
selected advertisement during a certain percentage of user  
4 sessions.

57. (Currently Amended) The method of claim 5528 wherein |  
2 said advertising requirement is to present said selected  
advertisement at a certain frequency.



58. (Currently Amended) A method in a computer system for  
advertising during presentation of at least one character  
engaged in a conversation, the conversation including a series  
of messages, the method comprising:

during the conversation when the series of messages is to  
be delivered by the at least one character, selecting an  
advertisement from a plurality of advertisements through the  
computer system, wherein said selecting an advertisement step  
further comprises the step of:

basing said selecting of said advertisement on at least one  
of:

a characteristic of the user, said characteristic of  
the user comprising demographic information and an  
indication of said plurality of advertisements that have  
been delivered to the user;

a characteristic of at least one advertiser;  
at least one advertising requirement; and

at least one characteristic of said at least one  
character;

integrating said selected advertisement into said series of  
messages through the computer system; and

controlling the delivery of said series of messages  
integrated with said selected advertisement by the at least  
one character through the computer system.

59. (Original) The method of claim 58 wherein said  
advertisement is dynamically selected.

60. (Original) The method of claim 58 wherein said  
integrating step comprises the step of adding words of said  
selected advertisement to words of the series of messages.

61. (Original) The method of claim 58 wherein said  
2 integrating step comprises the step of providing a background  
image for presenting the at least one character.

62. (Cancelled)

63. (Cancelled)

64. (Original) The method of claim 58 wherein said  
2 selecting an advertisement step comprises the step of basing  
said selecting of said advertisement on at least one previous  
4 conversation between the at least one character and the user.

65. (Original) The method of claim 58 wherein the series  
2 of messages is delivered in a language that is selected based on  
at least one characteristic of the user.

66. (Currently Amended) The method of claim 58 wherein  
2 said controlling the delivery of the series of messages as is a  
displayed text or an audio output ~~is~~ based on at least one  
4 characteristic of the user.

67. (Original) The method of claim 58 wherein the at least  
2 one character is presented only as audio output.

68. (Original) The method of claim 58 wherein the at least  
2 one character is presented via a wireless device.

69. (Original) The method of claim 58 wherein the at least  
2 one character is presented via a telephone.

70. (Original) The method of claim 58 wherein the at least  
2 one character is a rendered character that is one of a cartoon  
character, a person, an animal, and a non-living object.

71. (Original) The method of claim 58 wherein the computer  
2 system is a gaming device.

72. (Currently Amended) The method of claim 58 wherein  
2 said controlling step comprises the step of sending the at least  
one character to convey the series of messages integrated with  
4 said selected advertisement from a server computer of the  
computer system to a user computer via a communication link.

73. (Original) The method of claim 58 wherein said  
2 presenting step comprises the step of displaying an image of the  
at least one character.

74. (Original) The method of claim 58 wherein the  
2 conversation is with at least two of the at least one character.

75. (Original) The method of claim 58 wherein the  
2 conversation is with the user.

76. (Original) The method of claim 58 wherein the user  
2 participates interactively in the conversation with the at least  
one character.

77. (Original) The method of claim 58 wherein the series  
2 of messages is delivered as audio output.

78. (Original) The method of claim 58 wherein the series  
2 of messages is delivered as displayed text.

79. (Original) The method of claim 78 wherein said  
2 displayed text is shown in a bubble near the displayed image of  
the at least one character.

80. (Cancelled)

81. (Currently Amended) The method of claim ~~80~~58 wherein  
2 said at least one advertising requirement is to present said  
selected advertisement during a certain percentage of user  
4 sessions.

82. (Currently Amended) The method of claim ~~80~~58 wherein  
2 said advertising requirement is to present said selected  
advertisement at a certain frequency.

83. (Currently Amended) A system for delivering  
2 advertising to a user, the system comprising:

at least one server computer having an interface for  
4 communicating over a computer network to the user, said at least  
one server computer further comprising;

6 an advertisement system contained within a computer  
usable medium having computer readable program code  
8 embodied therein, said advertisement system further  
comprising;

10 an advertisement component for controlling the  
selection of an advertisement from a plurality of  
12 advertisements to be integrated in a message, wherein  
said selection of said advertisement is based upon  
14 information stored in at least a one of:

a user profile database, wherein said  
16 user profile database stores demographic  
information on a plurality of users and stores  
18 an indication of said plurality of

advertisements that have been delivered to  
said plurality of users;

an advertiser profile database, wherein  
said advertiser profile database stores  
characteristics of at least one advertiser;

an advertisement database, wherein said  
advertisement database stores said plurality  
of advertisements and stores characteristics  
of said plurality of advertisements; and

a character profile database, wherein  
said character profile database stores  
characteristics of said at least one  
character; and

a conversation system for controlling the  
presentation of at least one character along with the  
delivery of said message integrated with said  
advertisement to the user.

84. (Cancelled)

85. (Currently Amended) The system according to claim 83  
wherein ~~said advertisement system further comprises:~~

~~an advertiser profile database for storing characteristics~~  
~~of at least one advertiser, wherein said characteristics of at~~  
~~least one advertiser stored in said advertiser profile database~~  
are at least a one of a fee structure, at least one character  
type an advertisement may be associated with, and criteria for  
displaying said advertisement.

86. (Cancelled)

87. (Cancelled)

88. (Original) The system according to claim 83 wherein  
2 said advertisement system further comprises:

a conversation history database for identifying at least  
4 one type of message and at least one type of advertisement to be  
delivered to the user.

89. (Original) The system according to claim 83 wherein  
2 said advertisement system further comprises:

a web engine for receiving requests for Web pages from a  
4 plurality of users over said computer network, for forwarding  
said requests to said conversation system, for receiving  
6 generated Web pages from said conversation system, and for  
sending said generated Web pages through said interface over  
8 said computer network to said plurality of users.

90. (Original) The system according to claim 83 wherein  
2 said computer network is the Internet.

91. (Withdrawn) A system for delivering advertising, the  
2 system comprising:

at least one user computer running a browser application  
4 having access to at least one server computer via a  
communications link, said at least one user computer further  
6 comprising;

a display device for presenting a character, wherein  
8 said character communicates a message having an  
advertisement integrated with said message received from  
10 said at least one server computer; and

an input device for sending a response to said at  
12 least one server computer regarding said message having  
said integrated advertisement.

92. (Withdrawn) The system according to claim 91 wherein  
2 said at least one user computer further comprises:

4 a speaker for displaying as audio output said message  
having an advertisement integrated with said message  
communicated by said character.

93. (Withdrawn) The system according to claim 91 wherein  
2 said character is displayed on said display device as a rendered  
character that is one of a cartoon character, a person, an  
4 animal, and a non-living object.

94. (Withdrawn) The system according to claim 91 wherein  
2 said at least one user computer is a gaming device.

95. (Withdrawn) The system according to claim 91 wherein  
2 said message having an advertisement integrated with said  
message is displayed as text on said display device.